

# DRURY UNIVERSITY JOB DESCRIPTION

**JOB TITLE:** Assistant Director - Annual Giving

**DEPARTMENT:** University Advancement

**DATE:** July 12, 2018

**SCHEDULE:** Regular, 12 mo., Full-time, M-F, schedule will include evenings and weekends.

**REPORTING SUPERVISOR:** Dir. Of Annual Giving & Donor Stewardship  
**FLSA:** Exempt - Administrative  
**IPEDS:** 13

## **JOB FUNCTION:**

Reporting to the Director of Annual Giving and Donor Stewardship, the Assistant Director will be responsible for the implementation and management of a comprehensive solicitation plan for all aspects of the Annual Drury Experience Fund and other annual giving programs to meet annual giving goals. This requires the management and coordination of the direct mail program, the university phone program, and multi-channel digital and social media strategies/fundraising to ensure all appeals are implemented on time, concise and complimentary to other solicitations as necessary. The Assistant Director will assist the Director of Annual Giving and Donor Stewardship and coordinate with Alumni Relations to cultivate and solicit all affinity-based groups of donors and alumni to broaden the direct support for the university, including school giving, reunion giving, young alumni giving, faculty staff giving, parents giving, student giving, and other constituency-based giving. This position also contributes to stewardship programs such as the Honor Roll of Donors, stewardship communications, and recognition events. Evening and weekend work are expected in seasonal rotation.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related instructions as requested by the supervisor, subject to reasonable accommodation.

	<i>Percentage of Time</i>	<i>Frequency</i>	<i>Description</i>
1.	50%.	Ongoing	Manages and implements the daily activities for Annual Giving solicitations and all affinity-based donor and alumni group solicitations to meet goals. Responsibilities include database segmentation, creation of direct mail and other written material, assisting with social media fundraising campaigns, coordination with University and marketing staff, calendaring of activities and solicitations to assure that the overall campaign target audience and goals are met. Assists with coordinating stewardship and recognition efforts for annual giving donors. Organizes and prepares analytical reports to track overall and individual campaign progress to increase alumni, parent, friend, student and faculty/staff donor participation rate and upgrade gift levels.
2.	30%.	Ongoing	Responsible for directing the student phonathon and the follow-up processes including messages, technology, database segmentation, script development, policies, and timing/calendar of calling and target audience (evening and weekend work necessary). Organizes and prepares materials; recruits, trains, supervises, and motivates call center staff and volunteer callers; provides analytical reports to track overall and individual caller progress to increase alumni, parent and friend donor participation rate, upgrade gift levels, and matching gift network; addresses constituent concerns. Required to successfully use Raiser's Edge.
3.	20%	Ongoing	In collaboration with appropriate departments, university marketing and with the guidance of the Director of Annual Giving & Donor Stewardship, coordinates marketing, social media communication and production of material (i.e., direct-mail, email blasts, etc.) to increase alumni and donor understanding and engagement related to annual giving opportunities and annual giving events and initiatives as well as donor stewardship.

## **MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All job requirements listed indicate the minimum knowledge, skills, and/or ability deemed necessary to perform the job proficiently. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. A bachelor's degree in marketing and communications, or related field and two-three years of related experience; or an equivalent combination of education and experience.
2. Knowledge of and previous experience with social media tools expected. Raiser's Edge and calling software knowledge preferred.
3. Excellent interpersonal and written communication skills required, with an emphasis on designing and creating fundraising and development marketing materials.
4. Experienced at providing good customer service and support, including courtesy and tact to work effectively with student employee callers, visitors and alums.
5. Ability to maintain confidential office information, including donors, donations and alumni information.
6. Detail oriented, attention to detail and skilled at maintaining organization and management of multiple projects at once and on a timeline throughout the year.
7. Demonstrated ability to assume responsibility without direct supervision, exercise initiative and judgment; to prioritize and organize workload to complete assignments in a timely manner, and to make decisions within the scope of assigned authority.
8. Ability to handle deadlines and stressful situations in a calm, orderly and accurate manner.
9. Ability to travel to special event locations and other campus offices.

***SUPERVISORY RESPONSIBILITIES:***

Supervises student staff members working on any funding campaign and the phonathon campaign. Carries out supervisory responsibilities in accordance with the university's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

***PHYSICAL REQUIREMENTS:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, reach with hands and arms, and climb or balance. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision. Must be able to travel to off-campus locations and branch campus sites when required. If driving own or university vehicle must have a valid driver's license and a satisfactory driving record.

***WORK CONDITIONS:***

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.